



Introducing Generation Z
WHAT TEAMS NEED TO KNOW

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Generational Lenses

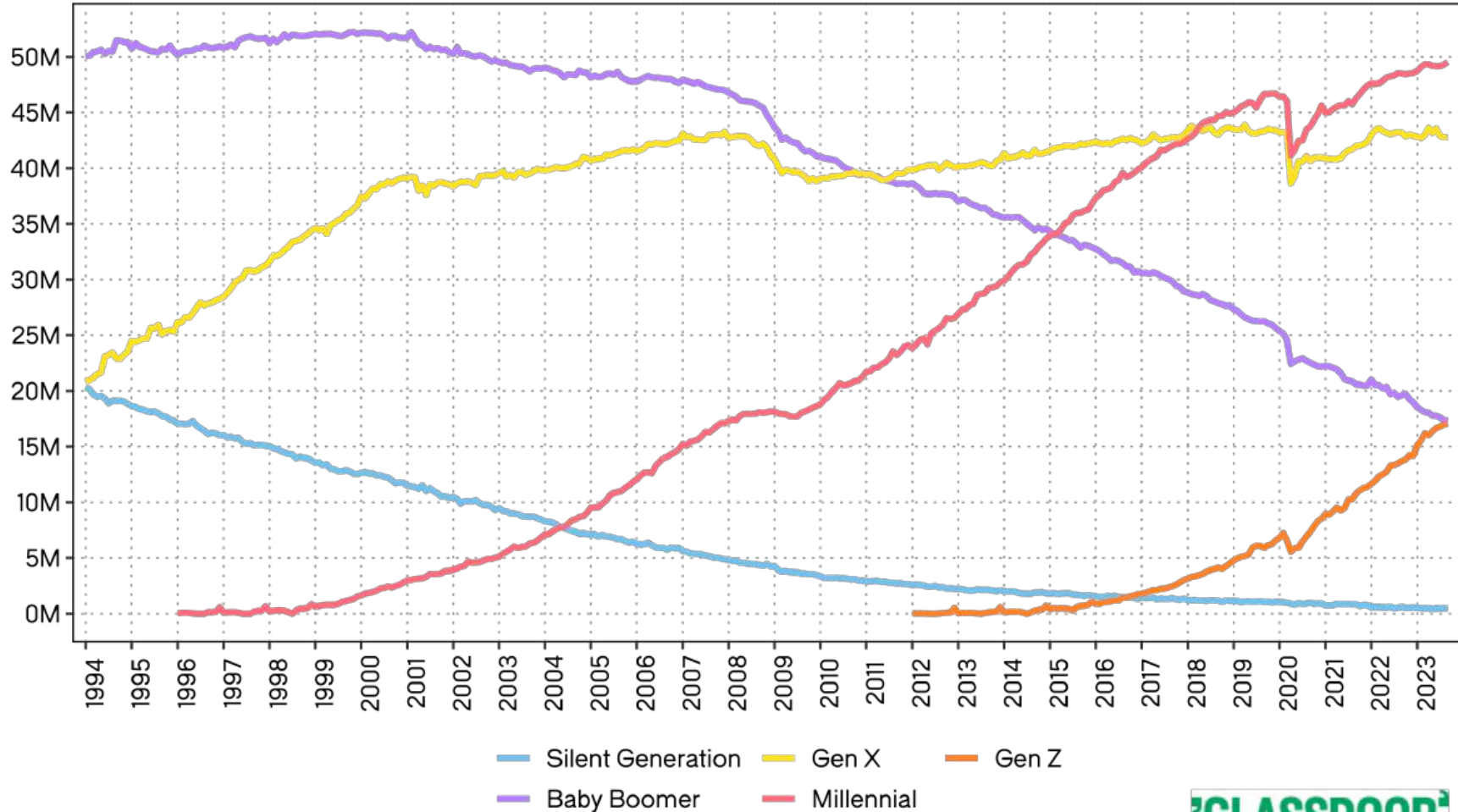


The 6G Workplace

	Population 2023	Birth Years	Age in 2024	% of 2024 FT Workforce
Greatest Generation	.44 Million	-1927	97 and up	
Traditionalis ts	16.47 Million	1928-1945	79-96	↓ 1%
Baby Boomers	70.09 Million	1946-1964	60-78	14.6%
Generation X	65.35 Million	1965-1980	44-59	30.8%
Millennials	72.7 Million	1981-1996	28-43	39.8%
Generation Z	69.31 Million	1997-2012	12-27	13.8%
Alpha	42.75 and counting	2013-2024	0-11	
Beta		2025-2039		

Gen Z is poised to overtake Baby Boomers in the Workforce

Full-time (35+ hours per week) employment



Source: Glassdoor analysis of U.S. Census Bureau, Current Population Survey made available by Univ. of Minn. IPUMS-CPS.



Generation Z





Gen Z 1997-2012

Significant Event:

Covid-19

Technology:

First Five-Screen Generation

Key Descriptor:

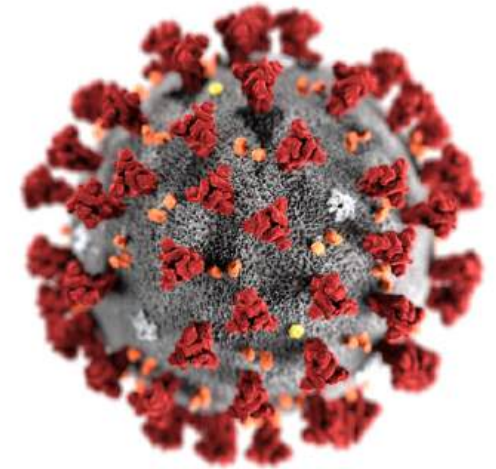
Cautious

- First time five generations in workplace
- Globally savvy and aware
- Experts at multitasking
- Streamers, not cable watchers
- Thrifty
- Barely use email
- Self-educators
- Have a whole conversation with emojis



Generation Z:

- Early world marked by terrorism and troubled economy – they are not the optimistic millennials
- May “hack” their way through education
- Green-based, conservation minded
- Value safety and are risk averse
- Self-reliant, more likely to save money
- Globally savvy and aware
- Under surveillance their whole lives
- Consuming media is morphing into creati media
- Text messaging morphing into iconic messaging
- Avatars



Generation Z: 12+ Things to Know

1. Generation Z is resolved to do things differently.

Generation Z: 12+ Things to Know

2. Generation Z is super-competitive.

Generation Z: 12+ Things to Know

3. Generation Z is most like Generation X.

Generation Z: 12+ Things to Know

4. Generation Z seeks financial stability.

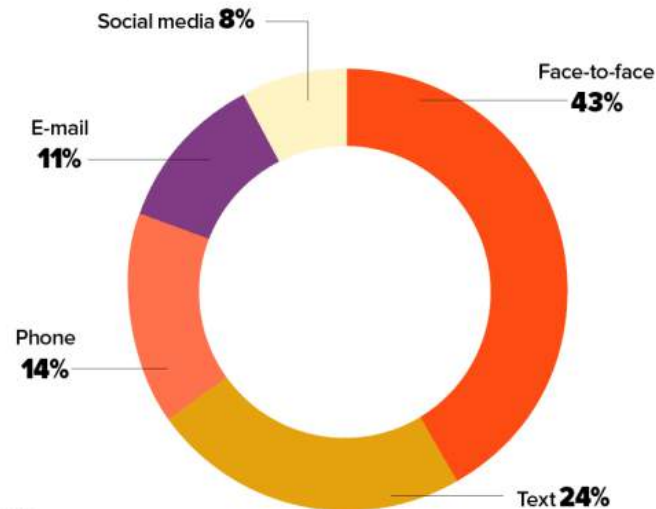
Generation Z: 12+ Things to Know

5. Generation Z wants to be good global citizens.

Generation Z: 12+ Things to Know

6. Generation Z has a different communication style.

How do Gen Zs prefer to be communicated with?



Source: XYZ University.

Generation Z: 12+ Things to Know

7. Generation Z is entrepreneurial.

Generation Z: 12+ Things to Know

8. Generation Z is connected.

Generation Z: 12+ Things to Know

9. Generation Z works independently.

Generation Z: 12+ Things to Know

10. Generation Z embraces change.

Generation Z: 12+ Things to Know

11. Generation Z wants a voice.

Generation Z: 12+ Things to Know

12. Other miscellaneous things to know about Generation Z.

Three Drivers of Tensions

1. **Management Style Expectations**
2. Unconscious Bias
3. Lifestyle Choices

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1. Management Style Expectations
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Putting it All Together!



Generations going to work.



Putting it All Together!



Generations coming home from work.



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Generational Blind Spots





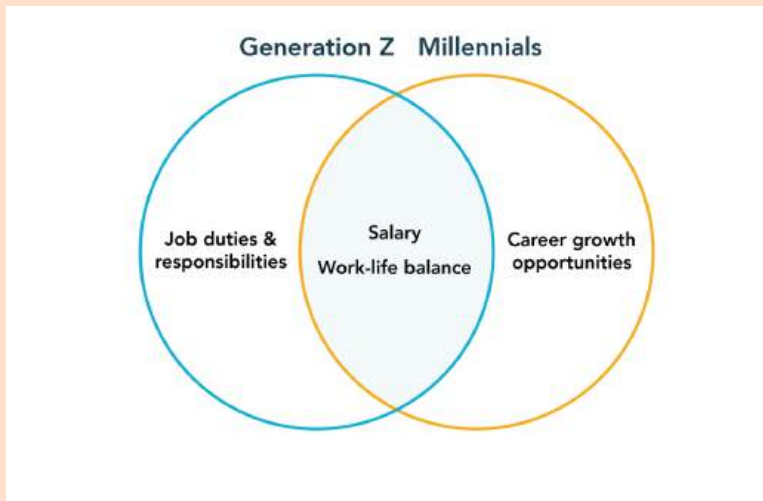
Strategies

- Think of different generations as different cultures.
- Focus on results and common ground.
- Discourage stereotyping.
- Establish and adhere to core values of trust and respect for individual differences.
- Tap into entrepreneurial spirit.
- Encourage two-way mentoring.
- Develop a strategy for engaging people 45 and younger—or even 30 and younger—in your organization as volunteers, leaders, event participants, clients or donors (grant access to leaders for example).
- Filter in—not out—the other Generations.
- Leverage the attributes of each generation.
- Provide a means for relationship building that crosses generational lines.
- Use multiple communication channels for requests, sharing information, and reporting results
- Focus on “high-touch” recognition and volunteer events to extend connections from work to life.
- Share purpose. Reassure that workers are important to the organization and include a cause they can fight for.



Learning from One Another

Older Generations	Younger Generations
Hard times (wisdom about economic cycles)	New technology
Loyalty to company	Diversity (wider perspectives)
Experience (people, jobs, success)	Job-Hopping as a positive
Interpersonal skills (relationships)	Risk Taking
Regrets (Career choices)	Balancing Work/Life
Independence	Fulfilling dreams



Millennials	Generation Z
Optimistic	Realistic
Collaborative	Independent
Digital Pioneers	Digital Natives
Public	Private
Digital Only	Face to Face
Formally Educated	On-Demand Learning
Job Hopping	Role Hopping
Global Spectator	Global Citizen
Confident	Cautious
Spending	Saving



Generation Alpha



Generation Alpha

Born 2013-2024

- Parents are Millennials
- Grew up with a Black president and same-sex marriage as a constitutional right
- Because of this, they will take many social issues for granted
- Likely to become the most entrepreneurial generation ever
- Predicted to become the most formally educated generation in history, with the most technology at their disposal
- Commercial spaceflight has become a reality in their lifetime, a dream that was set in motion by members of the Greatest Generation
- Most social interaction will be through social networks vs. in person
- 35% born into single parent homes



Final Thoughts

- Share your generation then share one thing that resonated with you or an ah-hah moment about Generation Z, something you could try or something you could do better.



Can you Speak Gen Z?

1. B

9. b

17. c

2. a

10. c

18. b

3. c

11. c

19. c

4. b

12. b

20. a

5. b

13. a

21. b

6. a

14. c

7. c

15. c

8. b

16. a



Comparison

	Traditional	Baby Boomers	Generation X	Millennials	Generation Z
Birth Years	1920-1945	1946-1964	1965-1980	1981-1994	1995-2005
Work Styles	Don't want to be micromanaged	Don't want to be micromanaged	Work hard/play hard	Crave specific detailed instructions, working in groups	Competitive, working independently,
Values	Stability, loyalty	Teamwork, cooperation, buy-in, prioritize work over personal life	Make a decision and move on, created work/life balance movement, working alone	Communication through email and text,	Security and stability, face to face communication
Crave	Training and development	Training and development, office face time	Freedom to set their own hours, challenging assignments	Meaningful careers, highly engaged mentors, structure, immediate feedback and praise	Peer mentoring, managing own projects
Technology	prefer meetings	tolerated	comfortable	savvy	natives
Social responsibility	Biggest donors (give money not time)	Donate regularly to same cause each year	Donate time rather than money	Want to work in an organization that aligns with their own social purpose	Committed and involved, leading efforts
Strengths	Wealth of historical knowledge, dedication	Know tricks of the trade	Known for fairness and mediation abilities	Optimism, multitasking	Hold clues to future workplace trends, marketing approaches
Expectations	Be seen as sage, respect	High level of responsibility	Balanced work assignments	Perks	Earn rewards for completing specific tasks